

**Downtown Business District**  
**Annual/Monthly Meeting Minutes**  
**Wednesday, March 25, 2015**  
**The Inn at Middletown Conference Room**  
**70 Main Street, Middletown, CT**

**Attendees**

Diane Gervais (Chair)	Cathy Duncan (Chamber of Commerce)
Jennifer Alexander (Commissioner)	Sean Moriarity (Police Department)
Gary Nagler (Commissioner)	Tom Marano (Planning Department)
Marc Levin (Commissioner)	Mary Ann Perrotti (Liberty Bank)
Valerie Scribano (Commissioner)	Pamela Steele (Business Owner)
Mike DiPiro (Commissioner)	Marie Kalita-Leary (Building Owner)
Peter Harding (Commissioner)	Lisa Melaven (DBD Office)

**Annual Meeting**

**Public Comments**

Business Owner Pamela Steele, of Pamela Roose specialty hand knits would like to see Middletown Police officers who walk the beat to be more familiar with downtown local businesses, when the general public is asking for directions etc.

**Election of Board of Commissioners**

Appointed Lisa Melaven as moderator. The ballots were passed out and collected for the election of 7 board members with 2 alternates. There were no nominations from the floor.

The elected Board of Commissioners for a two year term is as follows:

- ❖ Chair – Diane Gervais (Amato's Toy and Hobby)
- ❖ Vice Chair – Gary Nagler (The Inn at Middletown)
- ❖ Secretary – Marc Levin (Malloves Jewelers)
- ❖ Treasurer – Mike DiPiro (Guilmartin, DiPiro, Sokolowski LLC)
- ❖ Jen Alexander (Kid City)
- ❖ Tom Ford (Midfield Corp.)
- ❖ Mary Ann Perrotti (Liberty Bank)
- ❖ Peter Harding (Riverview Center)
- ❖ Valerie Scribano (Middlesex Mutual Assurance Co.)

Motion to Adopt by Mike DiPiro

2<sup>nd</sup> by Val Scribano

Budget for 2015-2016 fiscal year:

The budget for the 2015-2016 fiscal year was approved by the current Board of Commissioners.

Motion to adopt by Peter Harding

2<sup>nd</sup> by Mike DiPiro

Motion to accept – Val Scribano

2<sup>nd</sup> by – Mary Ann Lentz

Diane congratulated Jen Alexander, for winning the Middletown Commission on the Arts, art award for the exhibit at Kid City.

Moving forward, the DBD will be working with the Tax Assessor and Tax Collectors Office in formatting a more efficient way to collect and report tax information of property owners. Jen suggested that we review our by laws.

## **Monthly Meeting**

### **Minutes**

- Motion made by Marc Levin to approve
- 2<sup>nd</sup> by Val Scribano
- Minutes accepted.

### **Treasurer's Report – Mike DiPiro**

Mike reported we are under budget for the year. The second installment from the City of Middletown has been deposited into our checking account and will be reflected in next month's financials.

- Motion made by Marc Levin to approve
- 2<sup>nd</sup> by Val Scribano
- Financials accepted

### **Maintenance Report – Tom Ford (Not available)**

The sidewalk sweeping has started back up this month of March and will continue moving forward into the spring, summer and fall seasons.

### **Beautification – Diane Gervais**

It was agreed that the winter greens will remain in planters. We will begin the process of choosing the plants/flowers for the spring/summer planters.

### **Marketing – Diane Gervais**

Marketing meeting today; following the annual/ monthly meeting with Tag Team Business Partners.

All are welcome to stay and join us as we continue to look into creative marketing ideas to bring to our downtown.

In updating our spring/summer brochure, Marie Kalita-Leary suggested we add some verbiage regarding the new downtown parking. We are also looking into adding more new businesses, updating pictures and color change of the new brochure. The new spring/summer brochure should be completed by the end of April.

### **Police Report – Sean Moriarity**

- On Sunday April 12, 2015 we are looking forward to the ½ marathon downtown; it will effect downtown with road closures.
- Malia Obama visited Wesleyan University yesterday, March 24<sup>th</sup>.
- Dingwall annual Golf Tournament is coming up, Thursday May 14<sup>th</sup>.

## **North End Report - Anne Marie Cannata/Buttonwood Tree**

**None**

### **Public Works – William Russo (not available)**

The public works department has started their spring clean up sweeping streets and filling in potholes. The paving in the North end and brick cross walk on Main and Washington Street, is in the works to be completed this spring/summer. The construction going on in front of Forbidden City was due to old grease pipes backing up, which has been replaced with all new materials.

### **Parking Report - Geen Thazhampallath (not available)**

The new parking cards are available to local businesses to hand out to customers. These maybe picked up in the Parking Department at City Hall. The smart phone app to be used to pay for parking is in the works.

### **Planning- Tom Marano**

The biggest news is upstairs at 425 Main Street has opened up renting “micro” office spaces. Tom continuously works on reaching out and recruiting people, in moving into the downtown area. Tom encouraged the DBD to take out advertising in the Economic Development booklet. Discussion followed. A special exception was made for the Western Karate Federation to open it doors on Main Street, by selling 50% retail in front and running his karate program in the back of the location.

### **Chamber of Commerce – Cathy Duncan**

Next week, on Tuesday, March 31<sup>st</sup> the business after work auction and the taste of downtown event is taken place at the Italian Society. All proceeds will go towards Holiday on Main.

Grand Openings at the following locations:

- Thursday, March 25<sup>th</sup> – Yurway Boutique (Main St. Market)
- Friday, March 26<sup>th</sup> – Verse-a-Tile (Main St. Market)
- Tuesday, April 14<sup>th</sup> - Western Karate Federation
- Thursday, April 16<sup>th</sup> – Mi Argentina Cuisine

### **Chair Update – Diane Gervais**

Gift Cards: I am continuing to work on reducing costs. I have negotiated an additional \$45 per month reduction in our Credit card processing fees with Harbor Touch. We need to generate more corporate sales. We have hit a bump in the road with our largest corporate account ...Middlesex Hospital. They have decided to no longer purchase our cards. I am hoping to reverse that decision and am working on it through various channels.

DBD Grand List: Lisa spent a great deal of time bringing our grand list up to date. It appears that this had not been done in some time in great detail. She has brought the access program up to date and is planning to learn more about it's functions. I intend to reach out to the original programmers in the hopes that they can update it a bit for us. Lisa is to be commended for her can do attitude on this very difficult task. Having no idea what we needed to do she jumped in and made it all work. I would also like to thank Marie Kalita for all her time and guidance.

Office: The office accent walls have been painted and we will be working with Sandy Aldieri to choose some photos and have them framed. The work was done by Ken at the Connection in return for a small donation.

Downtown Brochure: It is time to produce and print a spring/summer brochure. Lisa and I will begin this process next week. We do not expect many changes, and are planning to update the look with some fresh color.

Guides: We need to re create the guide program, Lisa and I intend to meet to go over the previous job descriptions, tweak them and then set out to find some candidates. Anyone interested in helping with this please let us know.

The Board of Commissioners of Middletown Downtown District approved the mill rate for 2015-2016 at 2.41 for the upcoming tax year.

A motion to accept this rate was made by Val Scribano and 2<sup>nd</sup> by Mary Ann Perrotti. All were in favor with one opposed; Peter Harding.

- Motion to adjourn by Diane Gervais
- 2<sup>nd</sup> by Jen Alexander
- Adjourn accepted